

ABSTRACT

A method and system for targeting advertisements. Advertisements are selectively sent to user terminals based on a user classification. According to an
5 embodiment of the present invention, a system defines matches between user classifications and advertisement classifications. User data is collected from a plurality of sources. A system according to the present invention classifies a user, transmits media content to a user terminal, and inserts the advertisement into the
10 media content if a match has been defined between the user classification and the advertisement classification.

RALLIB01:625564.1